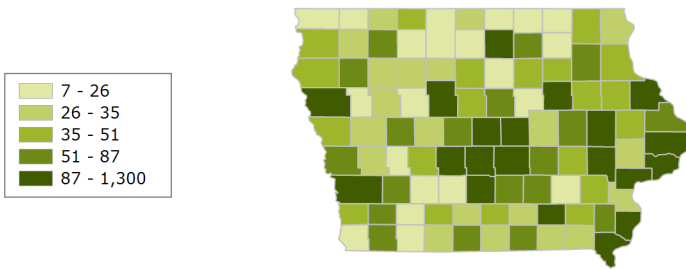


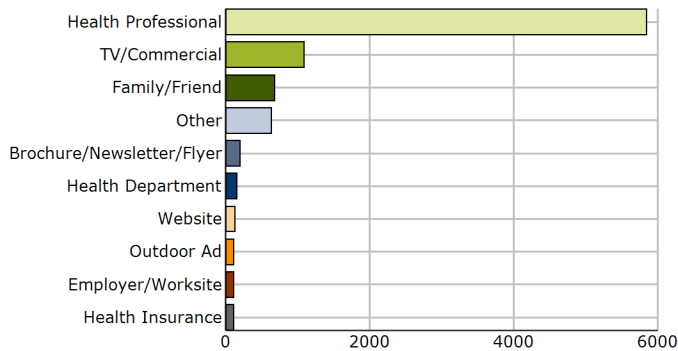
Contract dates from 7/1/2015 through 6/30/2016

Tobacco Users Served YTD (Adults)

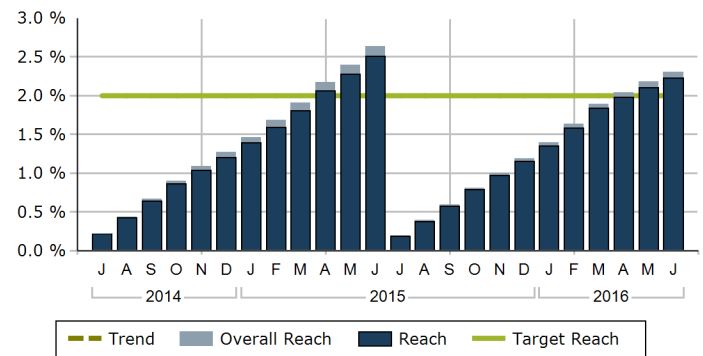


	Population	Prevalence	Tobacco Users
<b>Adult</b>	2,324,368	18.5 %	430,008
		Quitline	State
<b>Tobacco Users YTD</b>		11,260	11,580
<b>Unique Tobacco Users YTD</b>	4	6,543	6,797
<b>Target Reach</b>		2.0 %	2.0 %
<b>Reach YTD</b>	1	2.62 %	2.69 %
<b>Reach - NAQC</b>	2	1.84 %	1.84 %
<b>Annualized Reach</b>	1	2.62 %	2.69 %
<b>Annualized Reach - NAQC</b>	2	1.83 %	1.83 %
<b>Unique Individual Reach</b>	4	1.52 %	1.58 %

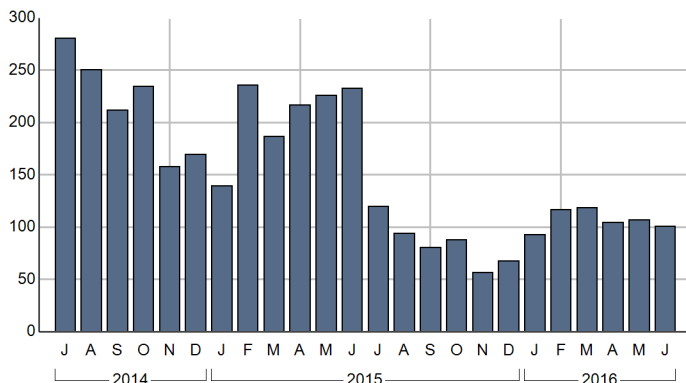
Top 10 How Heard About (Contract YTD)



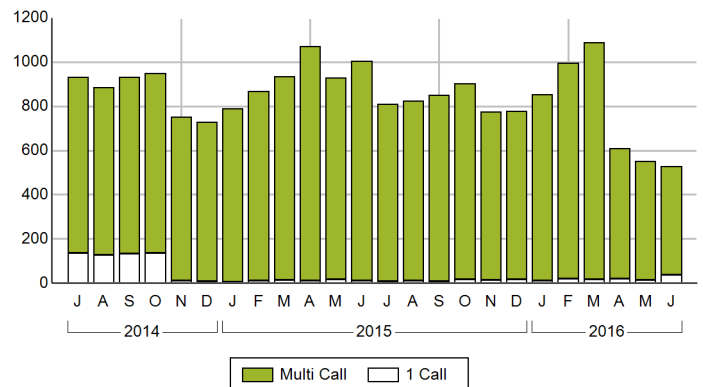
Cumulative Reach Rate



Tobacco Users Receiving NRT



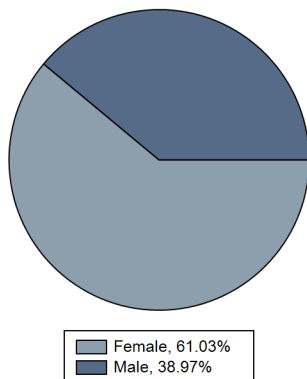
Tobacco User Enrollments By Program Type



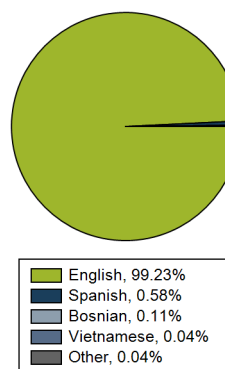
NOTE: Includes Tobacco Users only, does not include Proxy or Provider.

### Demographics (Past 6 Months)

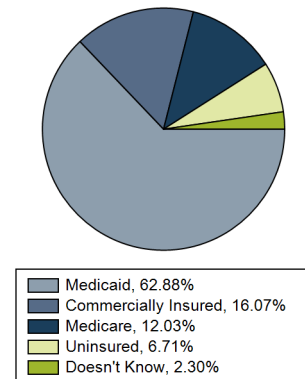
Tobacco Users By Gender



Tobacco Users By Language

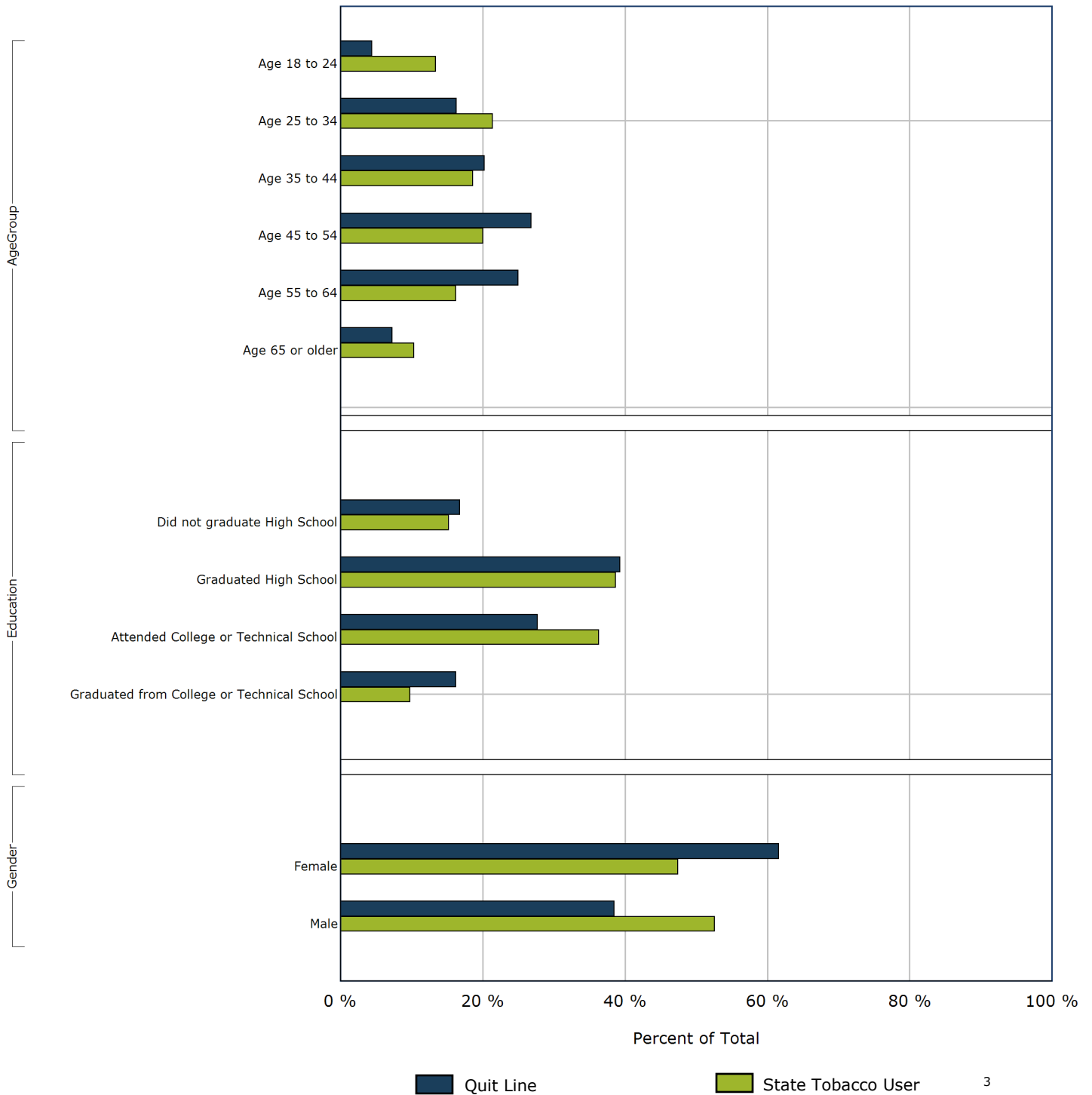


Tobacco Users By Health Plan



1. Reach - includes all tobacco users, regardless of service requested.
2. NAQC Reach - includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### Demographic Comparison



3. Data Source: Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2014.

4. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.